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## The Relationship Between Designing and Making, and Creative Design Processes that Could be Used in Second Level Education.

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John Walsh

Furniture + Product Designer

Owner at Made\*, [www.made.ie](http://www.made.ie)

Lecturer at DIT, [www.dit.ie](http://www.dit.ie)

Past President, 2012 - The Institute of Designers in Ireland, [www.idi-design.ie](http://www.idi-design.ie)

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Professions that exist...

Aircraft Buyer

Almoner (one who distributes alms)

Bacon Curer

Kissagram Person

Mobile Disco Owner

QUICK QUOTE

FULL QUOTE

PAYMENT

About your car

Edit 

Your Driving History

Edit 

About You

Gender:

☒ Male ☐ Female



Date of birth (dd/mm/yyyy):

Country of birth (start typing and then select from the list):

Occupation (please select the occupation closest to yours from the list):

--Please Select--


- Airport Groundstaff
- Airport Maintenance Staff
- Airport Police
- Alarm Installer
- Almoner
- Ambulance Crew
- Ambulance Driver
- Amusement Arcade Owner
- Amusement Arcade Worker
- Anaesthetist
- Animal Breeder
- Animal Trainer
- Antique Dealer
- Applications Programmer
- Arbitrator
- Archaeologist
- Architect
- Archivist
- Army or Armed Forces
- Art Critic

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Your Quote: 6C3 2B4

[Call me about this quote](#)

Help

 Please indicate your primary occupation. Start typing the first two/three letters and select from the list that appears. If your occupation does not appear please try again with a different description to find the nearest match.



Professions that don't exist...

Product Designer

Furniture Designer

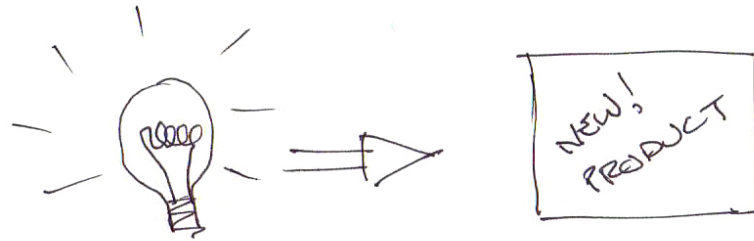
**Why does this matter?**

**Design is Important**

# Why is Design Important

**Of course Design is important socially and culturally**

**Design is important economically**



## Product and Industrial Design

By turning ideas into products , Product and Industrial designers play a crucial role in enabling Irish companies to compete in existing markets, and even open up new ones.

By creating new and innovative products to export, our Product and Industrial designers are key players in helping Ireland grow its economy, re-establish its manufacturing industry, generate tax revenue and create jobs.







## Some of our work

A testament to 21 years of experience

All

Innovation Services

Idea Generation

Product Design

Medical Design



**Budweiser**  
Tap Marker



**Carlsberg**  
Double Tap Marker



**ACT**  
Access Control Keypads



**Vasorum**  
Arterial Closure Device



**Philips Respironics**  
V60 Respiратор



**Punch**  
Max 2 Shoe Shine



**Soteira**  
Kyphoplasty System



**Ash Technologies**  
Crystal Portable Magnifier





## Our Work

We regard every project as an opportunity to create something amazing, to design new tools to enrich people's lives and to build solid business and brand equity for our clients.

## View by Categories

Brand

Consumer Electronics

Lifestyle

Medical

UI

[View all Categories](#)



### Calor Mini BBQ

Parklife

*Brand, Lifestyle*



### UE Boombox

Spirit of Music

*Consumer Electronics, Lifestyle*



### Corning Cables

Leveraging heritage

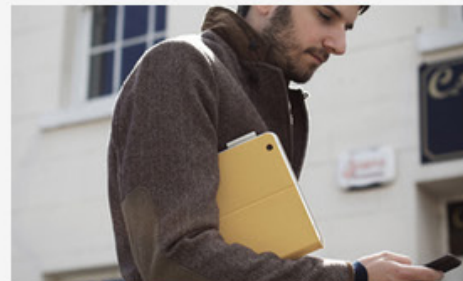
*Brand, Consumer Electronics*



### JeNu Skincare System

Bringing beauty to the skincare industry

*Brand, Consumer Electronics, Lifestyle, Medical*



### Folio Folio



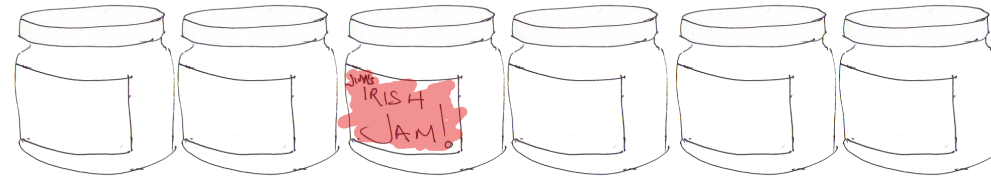
### Ultrathin Keyboard Cover for iPad





ENIGNUM

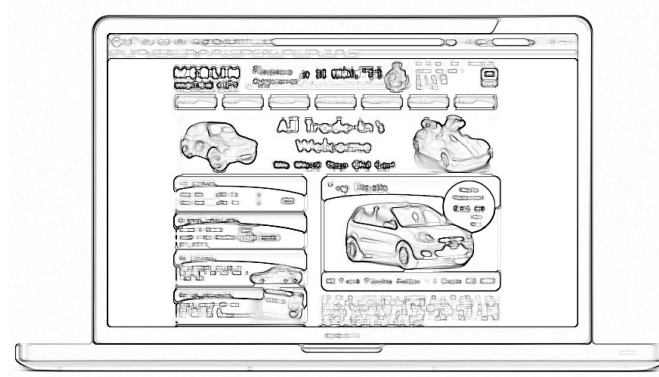
Joseph Walsh 2009



## Graphic and Brand Design

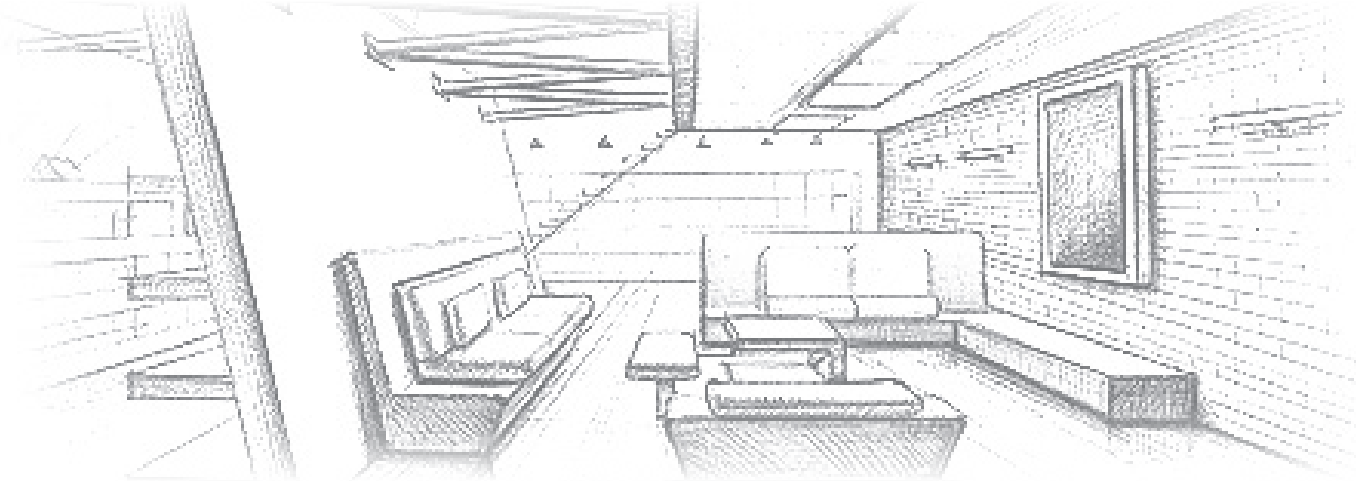
By creating professional and recognisable brands, corporate identities, and packaging, our Graphic Designers are helping Irish companies and products stand out on a global stage. Graphic Designers enable small companies to grow and reach new markets through high quality communication and advertising in print and other media.





## Web Design

Our Web Designers are creating professional, memorable and engaging online representations of our companies, opening them up to wider markets and potential customers from all around the globe. Web Designers are crucial in promoting Ireland's image as an Innovative and Tech Savvy country and a centre for Information Technology.



## Interior Architecture and Design

Interior Architects and Designers have made a significant contribution to our tourism and retail industry by designing some of the best hotels, shopping experiences, visitor centres and tourist attractions in the world. Moreover, they have designed inspirational workplaces and corporate headquarters for our many multinational corporations.



“Countries that wish to increase their competitive advantage have turned to design as a mechanism to add value to the goods and services that their indigenous companies produce”

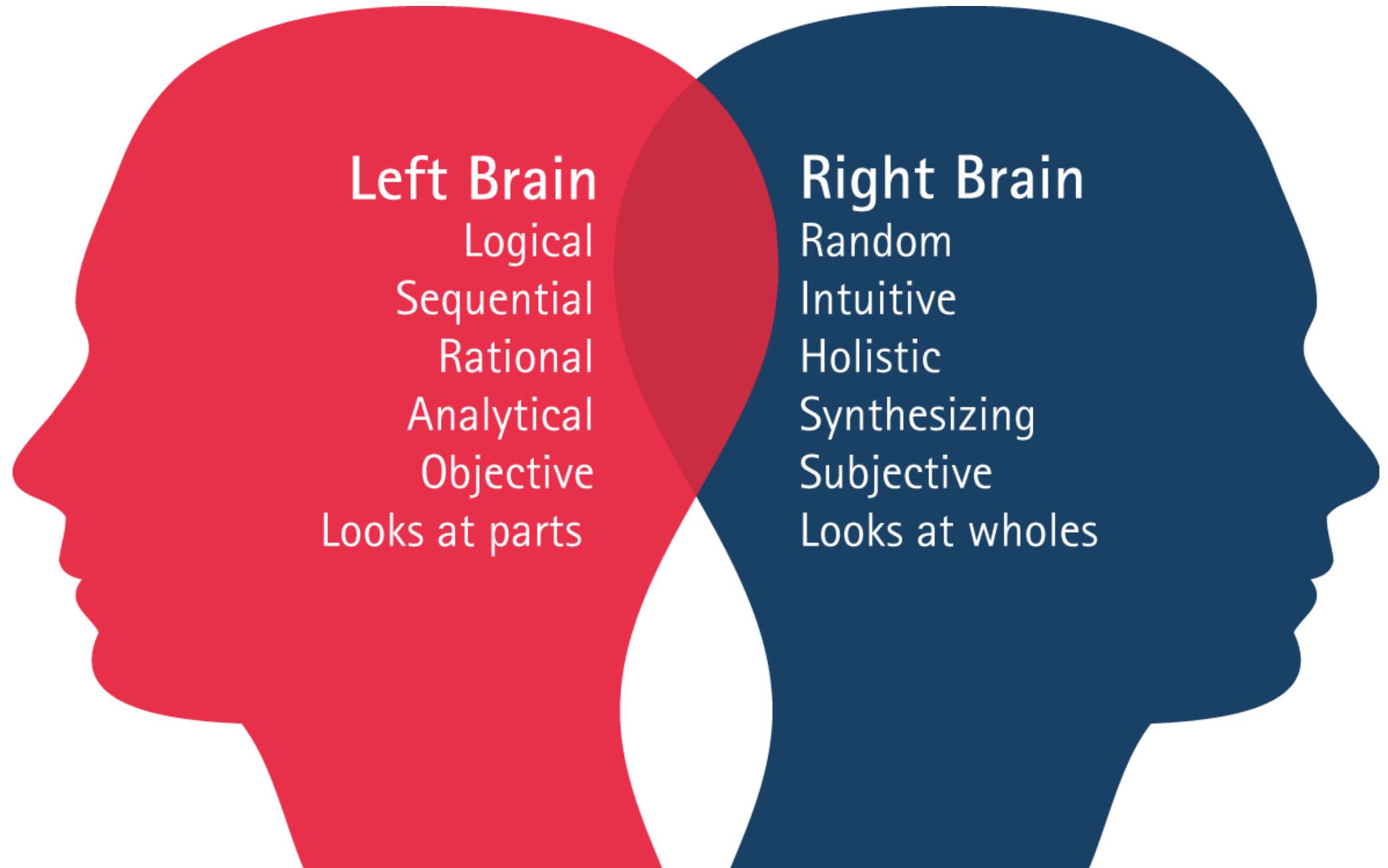
**A Study of the Design Services Sector on the Island of Ireland**

“There is a close correlation between the use of design and the success of individual businesses as well as the competitiveness of entire countries.”

**A Study of the Design Services Sector on the Island of Ireland**

Back to design at Second Level...

Where do designers come from?





# Left brain

I am the left brain.

I am a scientist. A mathematician.

I love the familiar. I categorize. I am accurate. Linear.

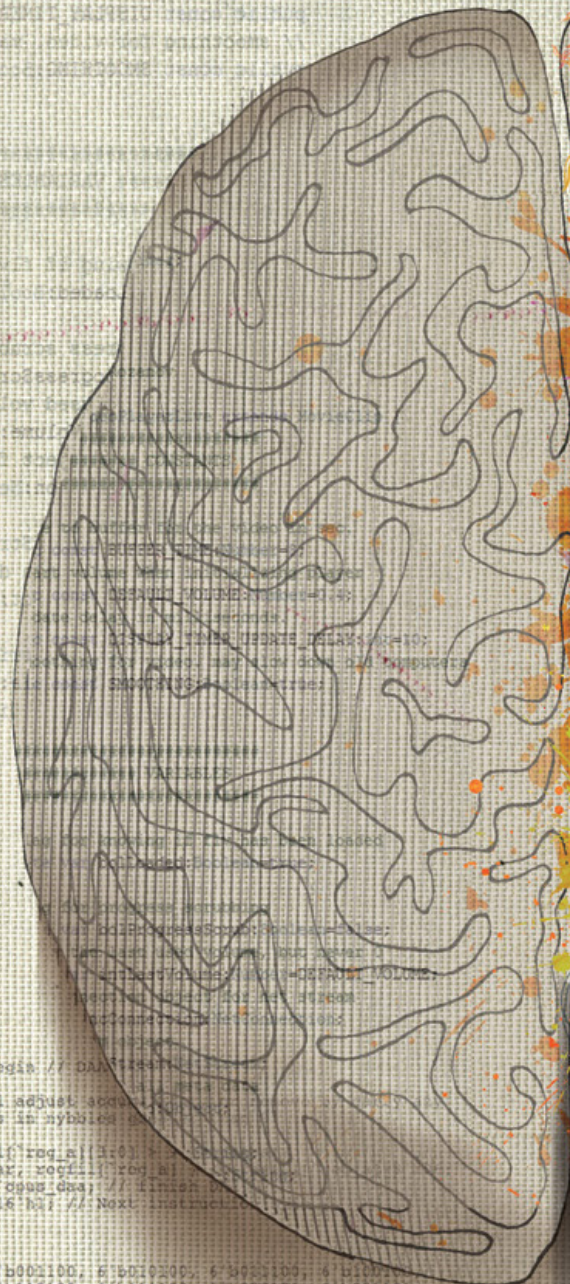
Analytical. Strategic. I am practical.

Always in control. A master of words and language.

Realistic. I calculate equations and play with numbers.

I am order. I am logic.

I know exactly who I am.



# Right brain

I am the right brain.

I am creativity. A free spirit. I am passion.

Yearning. Sensuality. I am the sound of roaring laughter.

I am taste. The feeling of sand beneath bare feet.

I am movement. Vivid colors.

I am the urge to paint on an empty canvas.

I am boundless imagination. Art. Poetry. I sense. I feel.

I am everything I wanted to be.





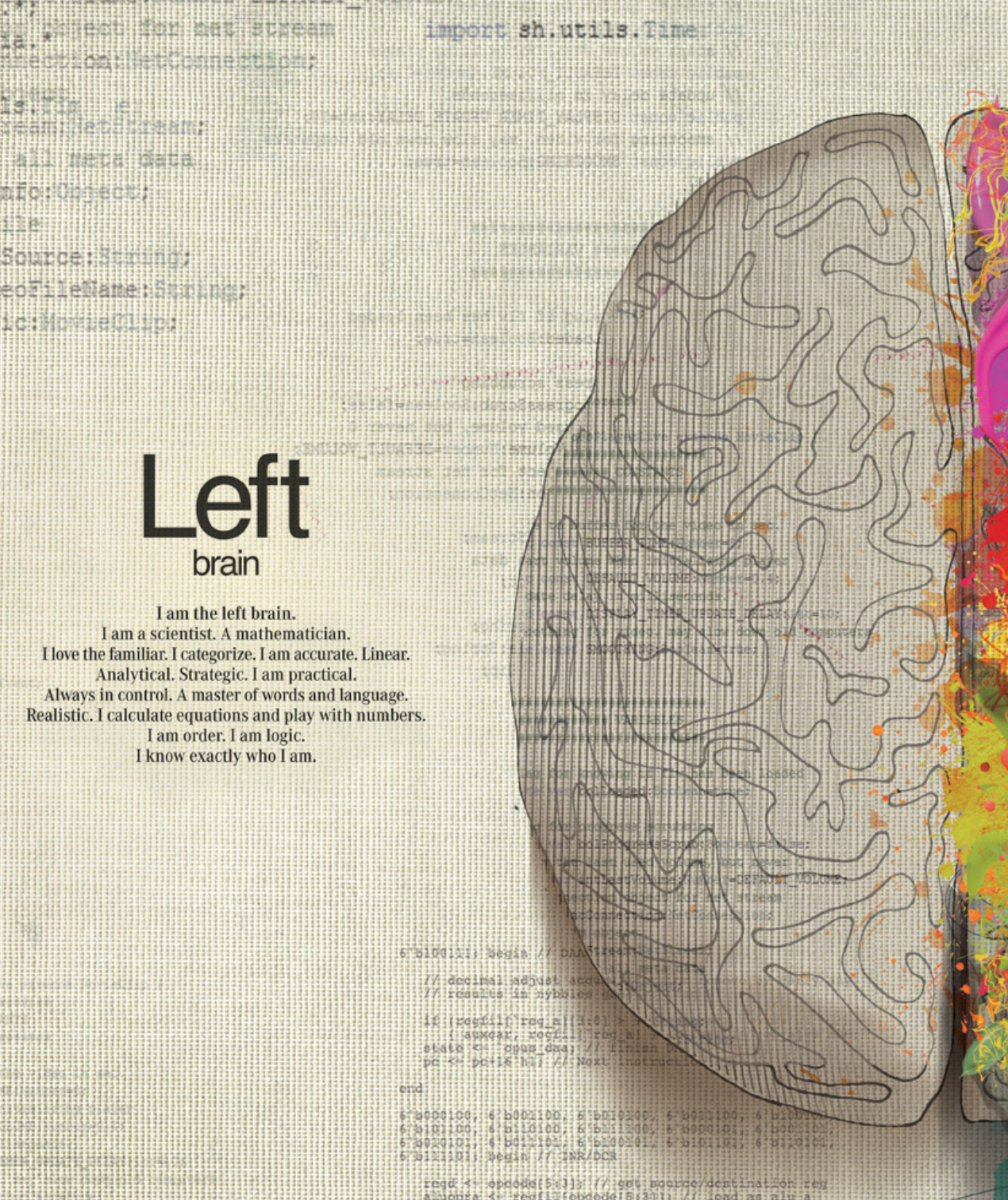
Is this  
where  
Design is?



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I know exactly who I am.

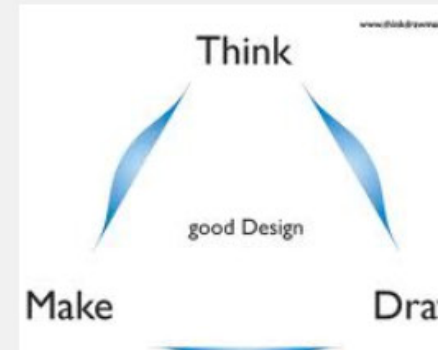
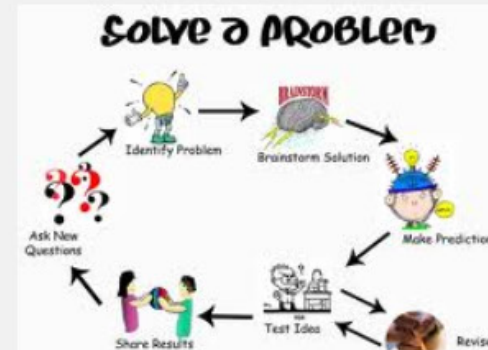
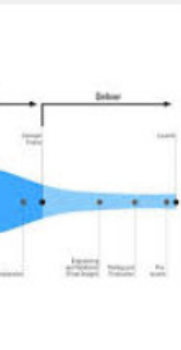
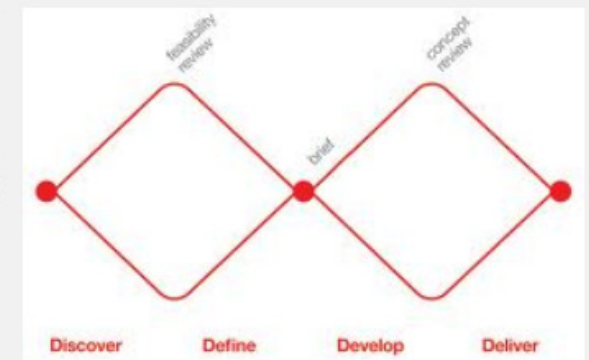
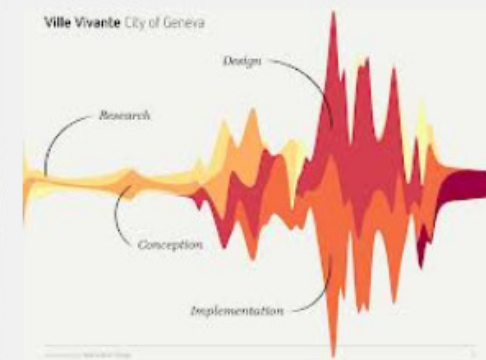
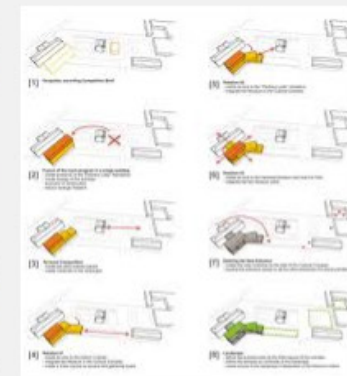
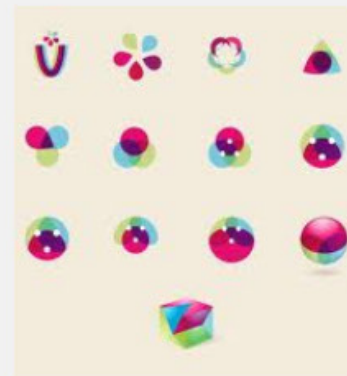
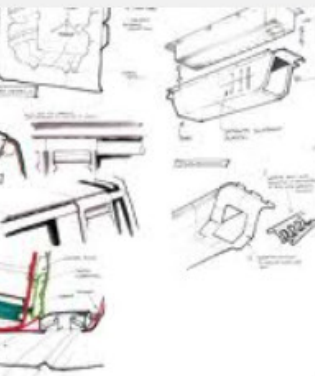
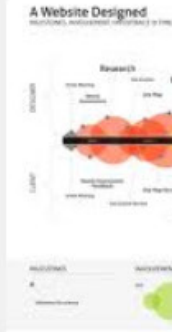
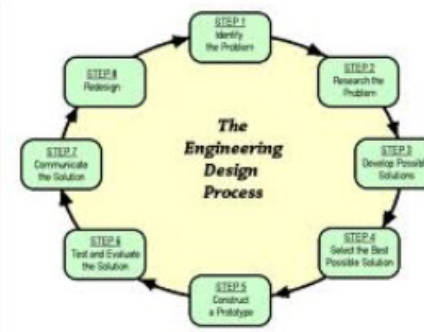
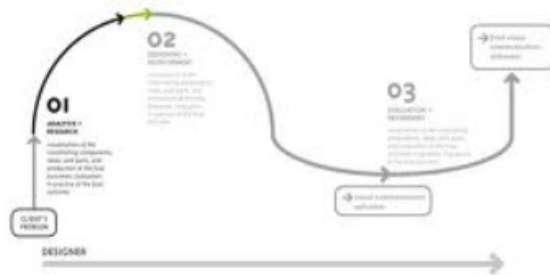


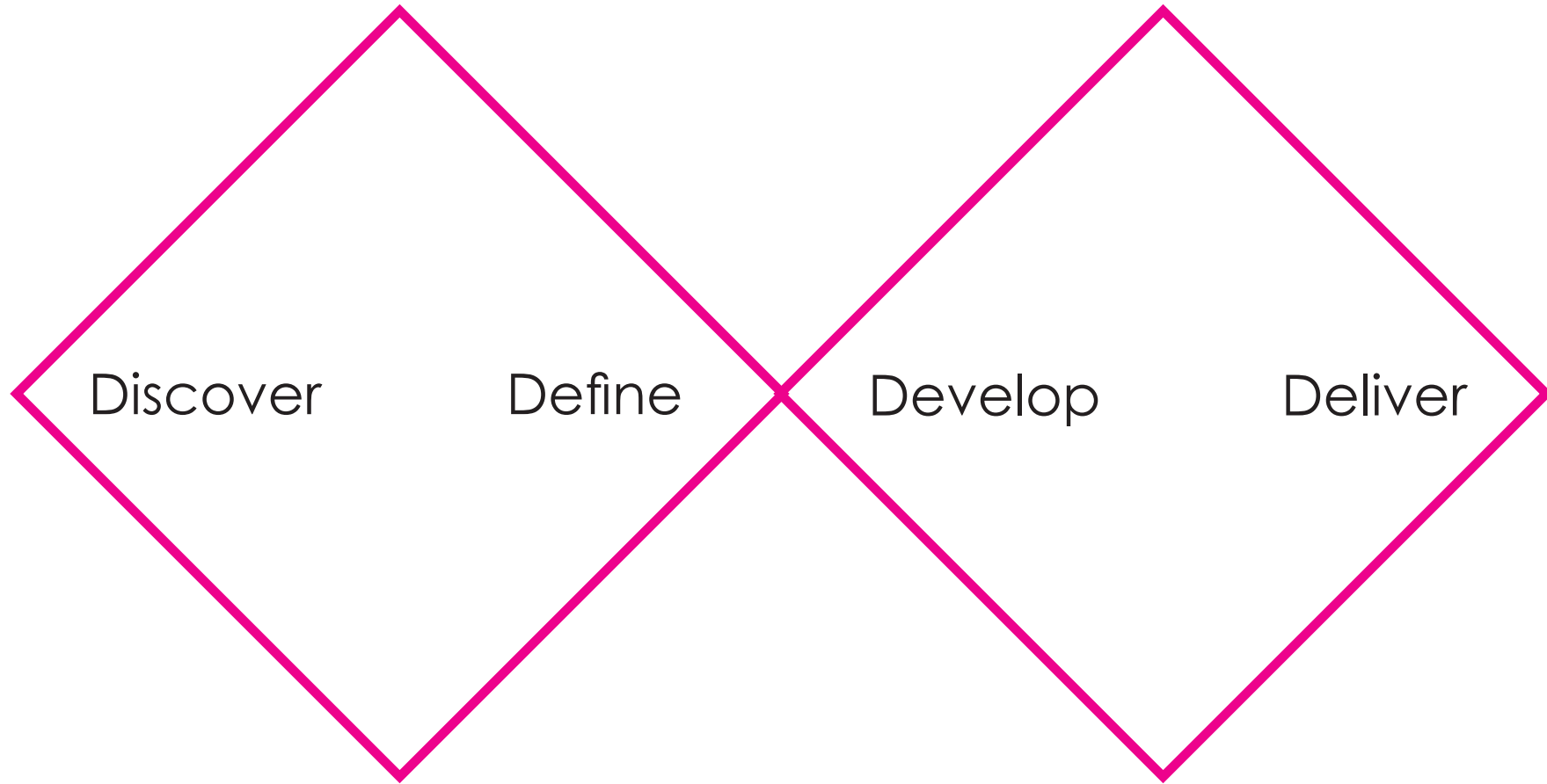


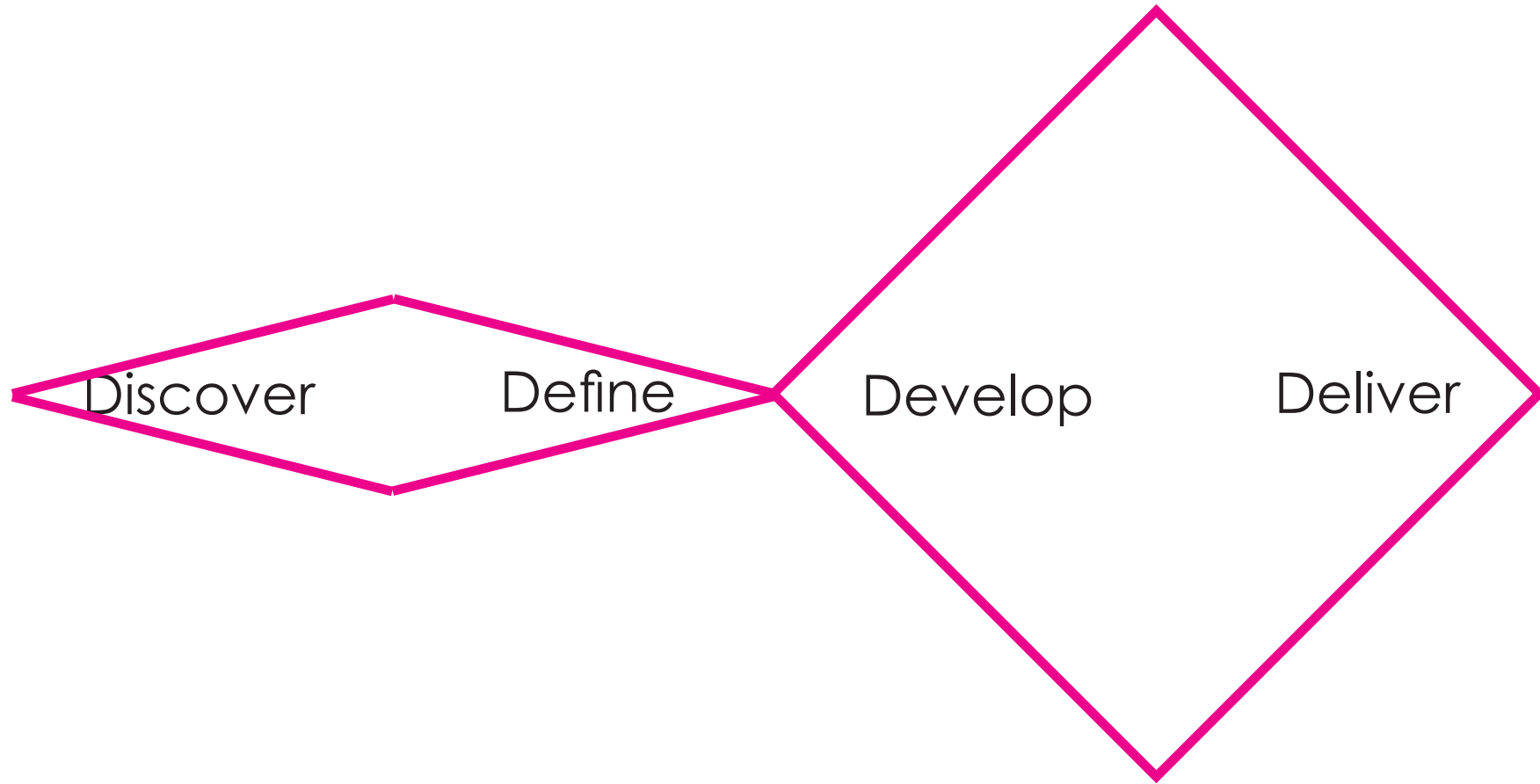




## Outcome-centred design process







**How can we teach Design at 2nd Level**

**Talk about Design**

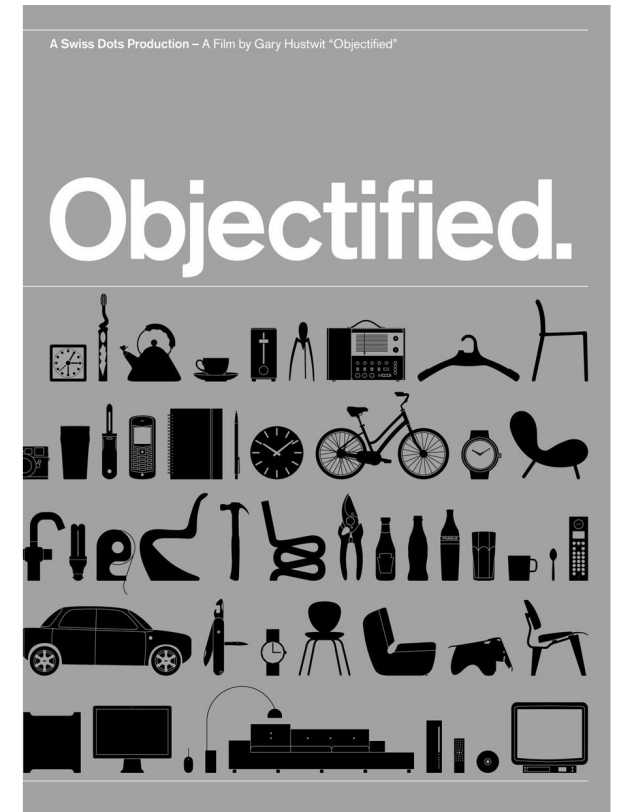


**Talk** about Designers





Johnathan Ive

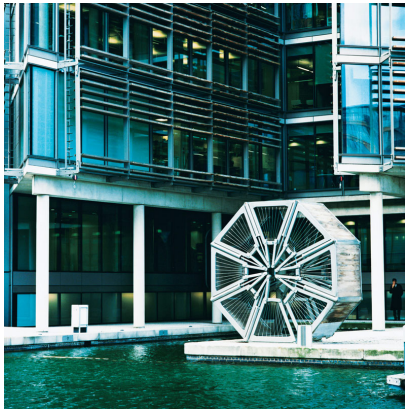






Thomas Heatherwick



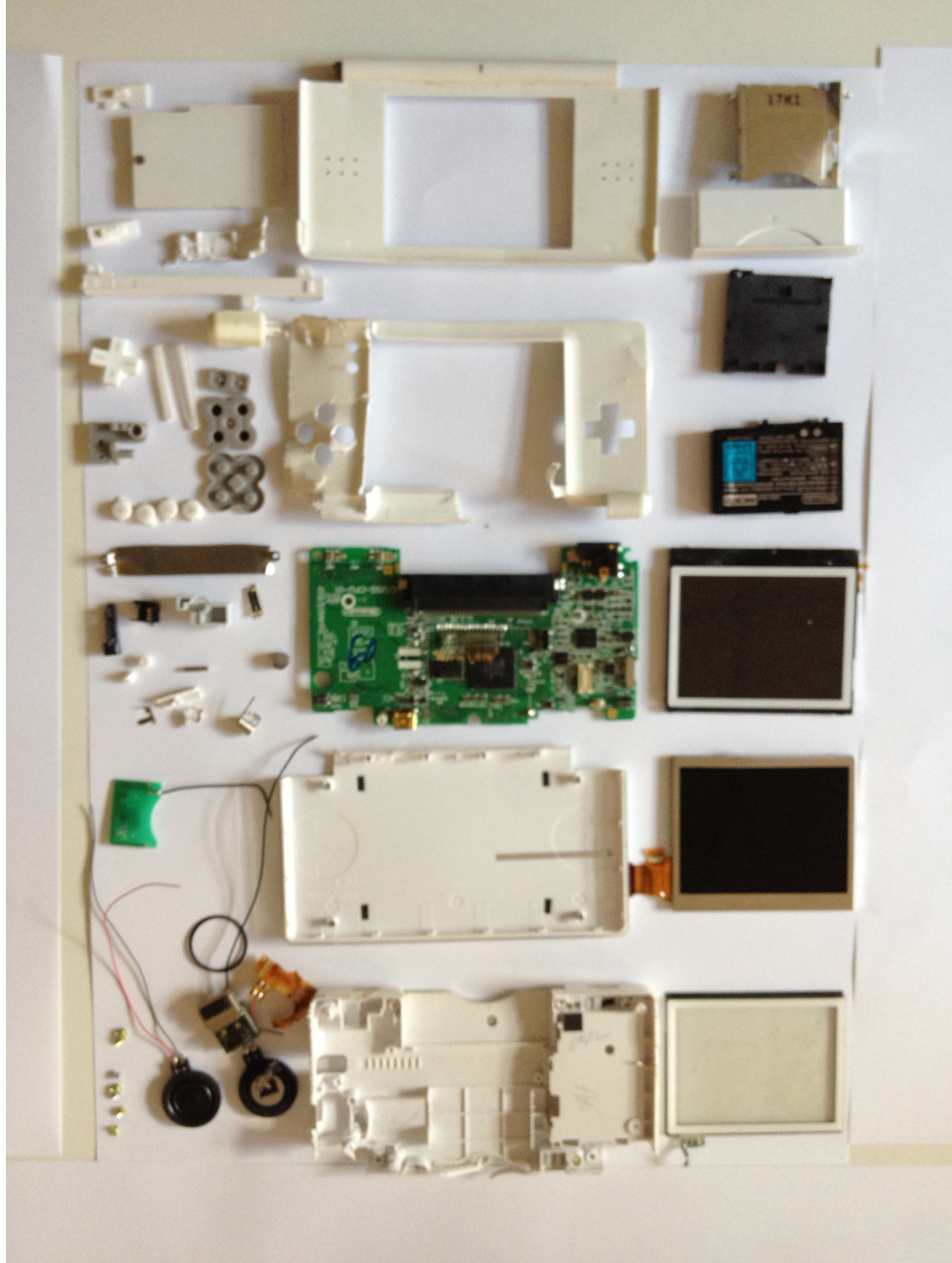








**Take stuff apart**







**Sketch**

Why designers sketch:  
to try something out, to see if it works, to  
communicate and idea quickly, to remember, to  
figure something out, to collaborate....

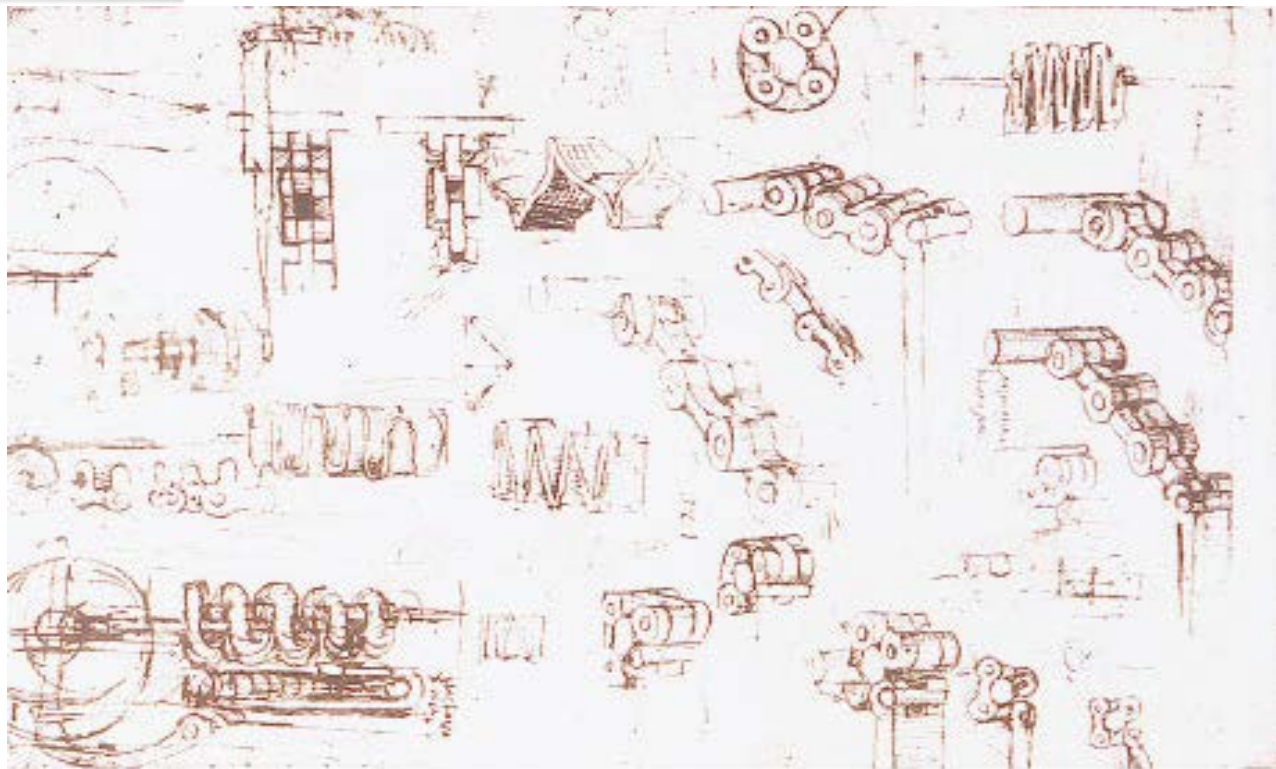
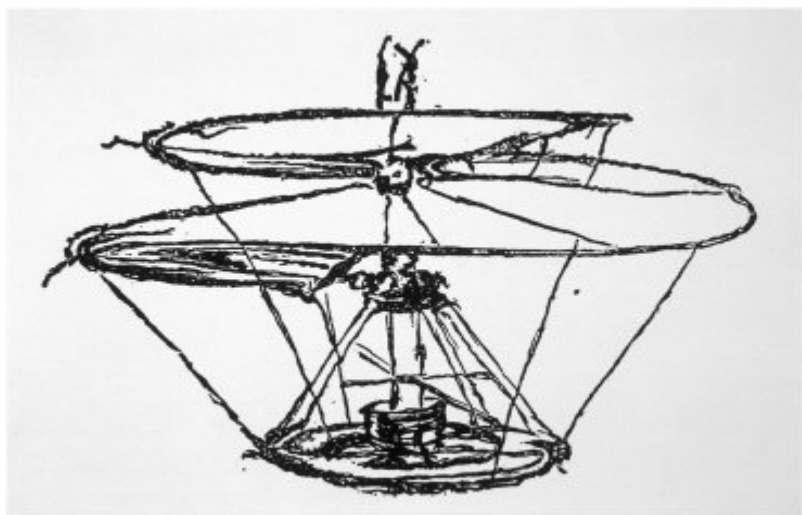
**A full messy sketch pad is better than  
an empty neat one**

**Sketching thinking with your hands**

Every design sketch is:  
not precious  
quick to make  
useful









**Look**

Be aware of **everything** around you.

Every thing from the **smallest** detail...



...to the **Architecture** and **Environment** that surrounds us

Re-appropriate...

...from materials, finishes, forms, objects, pattern,  
functionality that you see...

...from materials, finishes, forms, objects, pattern,  
functionality that you see...







**Designers ask “why?”**



**It's simple to make something complex,  
it's complex to make something simple**





The Microsoft remote uses two AA batteries that need to be replaced about every 6 months. The Apple remote uses a single CR2032 that has never needed to be replaced. The Apple remote has 6 buttons. The Microsoft remote has 46, only 15 of which are regularly used for media playback. The buttons on the Microsoft remote are backlit so you can see what they do in the dark. The Apple remote doesn't have this feature because you never need to look at the buttons after the first minute of use.



**Work**

**Design is 95% perspiration, 5%  
inspiration**